

The bachelor thesis called „Relaunch of Acylpyrin in years 2007-2009“ analyses the campaign focused on relaunch of the medicament „Acylpyrin“ on Czech market.

The thesis is limited by the area of Czech Republic only, despite the fact that marketing activities reached the Slovakia as well. The customer was the company „Herbacos Recordati, s.r.o.“, producer of this traditional medicine. The whole advertisement campaign and other activities had been directed by the company „Focus Agency“. The thesis is made of five chapters, the first one deals with the product itself, considers its history and medical function, the second one shows the competitors and their area of market. The third part describes the phenomenon of pharmaceutical marketing and its restrictions on the field of advertisement. The very campaign of relaunch is analysed in the fourth, the main and the most important chapter, which is the longest one, there are mentioned both sides of this campaign, the character of the campaign and its goals. The thesis analyses used methods, marketing and communication mix, all the strategies and activities. The last, fifth, chapter summarises the whole relaunch, evaluates and compares theories with praxis and author's own survey.